

TRADE NAME FORMS A business name will be public record.			
Forms	Purpose	Fee	Filing Time*
Brand New Filing			
Trade Name Registration Application	Initially files name for public record. Must be renewed every 5 years.	\$10	2-3 weeks
EXISTING Trade Names on File			
Trade Name Renewal <i>Submit 6 months before expiration date</i>	Keeps trade name on file for another 5 years	\$10	2-3 weeks
Trade Name Assignment	Transfers ownership between separate entities	\$10	2-3 weeks
Trade Name Amendment	Updates address, phone number, or legal name change of current owner on file.	\$3	2-3 weeks
Trade Name Cancellation	Discontinues filing in system and public record	none	2-3 weeks

Miscellaneous Filings	Purpose	Fee
Duplicate trade name/trademark certificate	Sealed and signed Certificate of filing	\$3
Certificate of Non Existence	Sealed and signed Certificate of non-filing	
Copies of Recorded Documents	Copies of submitted applications	10 cents per page; \$3 extra for certified copies

Only ONE owner type can be selected for all trade name and trademark forms. For example, if the owner is an LLC owned by a sole proprietor, both the “sole proprietor” and “LLC” options cannot be selected. One type must be decided before the form is notarized. If a form is submitted with two or more owner types, it will be returned and a new, corrected form must be submitted.

A trade name or trademark cannot be continued after it expires. A trade name or trademark registration application must be submitted instead.

If an assignment is to be filed, make sure that both the assignor and assignee sign in front of a notary. If one person is signing on behalf of both the assignor and assignee, that person must sign in both the assignor and assignee sections.

* All applications can be expedited by submitting the filing fee plus an additional \$25 fee. This will speed up our processing time. If the form is mailed with both fees, it will be processed within 1-2 days of receipt. If the form is brought in person with both fees to our Phoenix or Tucson customer service centers, the form will be processed immediately.

** The trademark registration and renewal forms ask for Classification Numbers, which refer to categories (“classes”) that the logo or slogan will be used on.

All forms must be notarized and can be notarized in any state. Should the applicant be outside Arizona, have the notary strike out “Arizona” in the notarial venue, initial the change, and complete the state and county where the notarization is taking place. Also, make sure the notary reads the notarial language and completes it accurately.

TRADEMARK FORMS A logo or slogan displayed for goods or services will be public record.			
Forms	Purpose	Fee	Filing Time*
Brand New Filing			
Trademark Registration Application**	Initially files logo or slogan for public record. Must be renewed every 10 years.	\$15	2-3 weeks
EXISTING Trademarks on File			
Trademark Renewal** <i>Submit 6 months before expiration date</i>	Keeps trade mark on file for another 10 years	\$15	2-3 weeks
Trademark Assignment	Transfers ownership between separate entities	\$15	2-3 weeks
Trademark Amendment	Updates address, phone number, or legal name change of current owner on file.	\$3	2-3 weeks
Trademark Cancellation	Discontinues filing in system and public record	none	2-3 weeks